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5. The system defined in claim 1 further comprising a set-top box on which the interactive television program guide is implemented.

a television distribution facility for distributing television programming to the user television equipment; and

a television distribution facility for distributing television programming to the user television equipment;

video servers located at some of the networks nodes for providing advertisements containing video to the user television equipment.

9. The system defined in claim 1 further comprising means for presenting an embedded advertisement in the program listings region.

10. The system defined in claim 1 further comprising means for presenting a selectable embedded

11. The system defined in claim 1 further comprising means for presenting a selectable embedded advertisement in the program listings region.

13. The system defined in claim 1 further comprising means for presenting an advertisement containing advertisement options on the program guide screen.

15. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable

16. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable banner advertisement, the system further comprising means for providing the user with an opportunity to record a program when the user selects the banner advertisement.

18. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable banner advertisement, the system further comprising means for providing the user with an opportunity to display program listings when the user selects the banner advertisement.

19. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable

20. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable banner advertisement, the system further comprising means for providing the user with an opportunity to process an inquiry for additional information when the user selects the banner advertisement.

22. The system defined in claim 1 further comprising:

23. The system defined in claim 1 further comprising:

24. The system defined in claim 1 further comprising means for introducing an embedded advertisement into the program listings region using animation.

means for displaying a highlight;  
means for presenting selectable logos on  
the program guide screen; and  
means for navigating the highlight from  
the program listings region to the selectable logos.

26. The system defined in claim 1 further comprising means for displaying two embedded advertisements in the program listings region.

27. The system defined in claim 1 wherein the means for presenting the banner advertisement further comprises means for presenting a selectable banner advertisement, the system further comprising means for displaying a description box on the program guide screen when the user selects the banner advertisement, the description box covering only a portion of program listings region so that at least one

program listing in the program listings region remains uncovered.

28. The system defined in claim 1 further comprising means for cycling the content of the banner advertisements.

29. The system defined in claim 1 further comprising:

means for cycling the content of the banner advertisements; and

means for providing a special effect between the banner advertisements as they are cycled.

30. The system defined in claim 1 further comprising means for automatically displaying an embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

31. The system defined in claim 1 further comprising means for automatically displaying a selectable embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

32. The system defined in claim 1 further comprising means for automatically displaying a selectable embedded program advertisement in the program listings region immediately adjacent to an

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associated one of the program listings in the program listings region.

Sub a2/ 33. A method for using an interactive television program guide that is implemented on user television equipment comprising the steps of:

presenting a program guide screen containing a program listings region with the interactive television program guide;  
presenting at least one banner advertisement adjacent to the program listings; and  
allowing a user to scroll the program listings region by positioning a highlight on the banner advertisement and activating a cursor.

Sub a1/ 34. The method defined in claim 33 wherein the step of presenting the at least one banner advertisement further comprises the step of presenting a banner advertisement that contains text.

35. The method defined in claim 33 wherein the step of presenting the at least one banner advertisement further comprises the step of presenting a banner advertisement that contains graphics.

36. The method defined in claim 33 wherein the step of presenting the at least one banner advertisement further comprises the step of presenting a banner advertisement that contains video.

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41. The method defined in claim 33 further comprising the step of presenting an embedded advertisement in the program listings region.

42. The method defined in claim 33 further comprising the step of presenting a selectable embedded advertisement in the program listings region, the program listings region containing upper program listings above the embedded advertisement and lower program listings below the embedded advertisement, wherein the user must navigate through the embedded advertisement in order to navigate from the upper program listings to the lower program listings.

43. The method defined in claim 33 further comprising the step of presenting a selectable embedded advertisement in the program listings region.

44. The method defined in claim 33 further comprising the step of presenting a selectable logo on the program guide screen.

45. The method defined in claim 33 further comprising the step of presenting an advertisement containing advertisement options on the program guide screen.

46. The method defined in claim 33 wherein the step of presenting the banner advertisement further comprises the step of presenting a selectable banner advertisement, the method further comprising the step of providing the user with an opportunity to set a

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47. The method defined in claim 33 wherein the step of presenting the banner advertisement further comprises the step of presenting a selectable banner advertisement, the method further comprising the step of providing the user with an opportunity to tune to a given channel when the user selects the banner advertisement.

49. The method defined in claim 33 wherein the step of presenting the banner advertisement further comprises the step of presenting a selectable banner advertisement, the method further comprising the step of providing the user with an opportunity to purchase a program when the user selects the banner advertisement.

50. The method defined in claim 33 wherein the step of presenting the banner advertisement further comprises step of presenting a selectable banner advertisement, the method further comprising the step of providing the user with an opportunity to



scrolling the embedded advertisement together with the program listings in the program listings region.

55. The method defined in claim 33 further comprising the steps of:  
presenting an embedded advertisement in the program listings region; and  
changing the position of the program listings in the program listings region without changing the position of the embedded advertisement within the program listings region.

56. The method defined in claim 33 further comprising the step of introducing an embedded advertisement into the program listings region using animation.

57. The method defined in claim 33 further comprising the steps of:  
displaying a highlight;  
presenting selectable logos on the program guide screen; and  
navigating the highlight from the program listings region to the selectable logos.

58. The method defined in claim 33 further comprising the step of displaying two embedded advertisements in the program listings region.

59. The method defined in claim 33 wherein the step of presenting the banner advertisement

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further comprises the step of presenting a selectable banner advertisement, the method further comprising the step of displaying a description box on the program guide screen when the user selects the banner advertisement, the description box covering only a portion of program listings region so that at least one program listing in the program listings region remains uncovered.

60. The method defined in claim 33 further comprising the step of cycling the content of the banner advertisements.

61. The method defined in claim 33 further comprising the steps of:

cycling the content of the banner advertisements; and

providing a special effect between the banner advertisements as they are cycled.

62. The method defined in claim 33 further comprising the step of automatically displaying an embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

63. The method defined in claim 33 further comprising the step of automatically displaying a selectable embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

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64. The method defined in claim 33 further comprising the step of automatically displaying a selectable embedded program advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

65. A system in which an interactive television program guide is implemented on user television equipment comprising:

means for presenting a program guide screen containing a program listings region with the interactive television program guide; and

means for presenting at least one panel advertisement adjacent to the program listings region.

66. The system defined in claim 65 further comprising:

means for displaying a highlight; and

means for navigating the highlight between the program listings region and the panel advertisement.

67. The system defined in claim 65 further comprising:

means for displaying a highlight; and

means for navigating the highlight from the program listings region to the panel advertisement using a remote control navigation key other than a cursor key.

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68. The system defined in claim 65 further comprising:

means for displaying a highlight; and  
means for navigating the highlight from the program listings region to the panel advertisement using a cursor key.

69. The system defined in claim 65 further comprising:

means for displaying a highlight; and  
means for navigating the highlight from the program listings region to the panel advertisement by using a cursor key to display program listings in the program listings region for the current time and by then further activating the cursor key.

70. The system defined in claim 65 further comprising:

means for displaying an embedded advertisement in the program listings region;  
means for displaying a highlight; and  
means for navigating the highlight from the program listings region to the panel advertisement using the embedded advertisement as a navigational bridge.

71. The system defined in claim 65 wherein the means for displaying the panel advertisement comprises means for displaying two panel advertisements, the system further comprising:

means for displaying two embedded advertisements in the program listings region;

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means for displaying a highlight; and  
means for navigating the highlight from  
the program listings region to a particular one of the  
panel advertisements using a respective one of the  
embedded advertisements as a navigational bridge.

72. The system defined in claim 65 wherein  
the means for presenting the panel advertisement  
further comprises means for displaying a selectable  
panel advertisement.

73. The system defined in claim 65 wherein  
the means for presenting the panel advertisement  
further comprises means for presenting a panel  
advertisement that contains text.

74. The system defined in claim 65 wherein  
the means for presenting the panel advertisement  
further comprises means for presenting a panel  
advertisement that contains graphics.

75. The system defined in claim 65 wherein  
the means for presenting the panel advertisement  
further comprises means for presenting a panel  
advertisement that contains video.

76. The system defined in claim 65 further  
comprising a set-top box on which the interactive  
television program guide is implemented.

77. The system defined in claim 65 further  
comprising:

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a television distribution facility for distributing television programming to the user television equipment; and

a video server located in the television distribution facility for providing advertisements containing video to the user television equipment.

78. The system defined in claim 65 further comprising:

a television distribution facility for distributing television programming to the user television equipment;

a plurality of network nodes for use in providing the television programming to the user television equipment; and

video servers located at some of the networks nodes for providing advertisements containing video to the user television equipment.

79. The system defined in claim 65 further comprising means for presenting an embedded advertisement in the program listings region.

80. The system defined in claim 65 further comprising means for presenting a selectable embedded advertisement in the program listings region, the program listings region containing upper program listings above the embedded advertisement and lower program listings below the embedded advertisement, wherein the user must navigate through the embedded advertisement in order to navigate from the upper program listings to the lower program listings.

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81. The system defined in claim 65 further comprising means for presenting a selectable embedded advertisement in the program listings region.

82. The system defined in claim 65 further comprising means for presenting a selectable logo on the program guide screen.

83. The system defined in claim 65 further comprising means for presenting an advertisement containing advertisement options on the program guide screen.

84. The system defined in claim 65 wherein the means for presenting the panel advertisement further comprises means for presenting a selectable panel advertisement, the system further comprising means for providing the user with an opportunity to set a reminder when the user selects the panel advertisement.

85. The system defined in claim 65 wherein the means for presenting the panel advertisement further comprises means for presenting a selectable panel advertisement, the system further comprising means for providing the user with an opportunity to tune to a given channel when the user selects the panel advertisement.

86. The system defined in claim 65 wherein the means for presenting the panel advertisement further comprises means for presenting a

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87. The system defined in claim 65

88. The system defined in claim 65

89. The system defined in claim 65

90. The system defined in claim 65

wherein the means for presenting the panel advertisement further comprises means for presenting a

selectable panel advertisement, the system further comprising means for providing the user with an opportunity to process an inquiry for additional information when the user selects the panel advertisement.

91. The system defined in claim 65 wherein the means for presenting the panel advertisement further comprises means for presenting a selectable panel advertisement, the system further comprising means for providing the user with an opportunity to purchase goods when the user selects the panel advertisement.

92. The system defined in claim 65 further comprising:

means for presenting an embedded advertisement in the program listings region; and

means for scrolling the embedded advertisement together with the program listings in the program listings region.

93. The system defined in claim 65 further comprising:

means for presenting an embedded advertisement in the program listings region; and

means for changing the position of the program listings in the program listings region without changing the position of the embedded advertisement within the program listings region.

99. The system defined in claim 65 further comprising means for automatically displaying an embedded advertisement in the program listings region



104. The method defined in claim 101 further comprising the steps of:

displaying a highlight; and  
navigating the highlight from the  
program listings region to the panel advertisement  
using a cursor key.

105. The method defined in claim 101 further comprising the steps of:

displaying a highlight; and  
navigating the highlight from the  
program listings region to the panel advertisement by  
using a cursor key to display program listings in the  
program listings region for the current time and by  
then further activating the cursor key.

106. The method defined in claim 101 further comprising the steps of:

displaying an embedded advertisement in  
the program listings region;  
displaying a highlight; and  
navigating the highlight from the  
program listings region to the panel advertisement  
using the embedded advertisement as a navigational  
bridge.

107. The method defined in claim 101 wherein  
the step of displaying the panel advertisement  
comprises the step of displaying two panel  
advertisements, the method further comprising the steps  
of:



108. The method defined in claim 101 wherein the step of presenting the panel advertisement further comprises the step of displaying a selectable panel advertisement.

110. The method defined in claim 101 wherein the step of presenting the panel advertisement further comprises the step of presenting a panel advertisement that contains graphics.

112. The method defined in claim 101 further comprising the step of implementing the interactive television program guide on a set-top box.

116. The method defined in claim 101 further comprising the step of presenting a selectable embedded advertisement in the program listings region, the program listings region containing upper program listings above the embedded advertisement and lower program listings below the embedded advertisement, wherein the user must navigate through the embedded

advertisement in order to navigate from the upper program listings to the lower program listings.

117. The method defined in claim 101 further comprising the step of presenting a selectable embedded advertisement in the program listings region.

118. The method defined in claim 101 further comprising the step of presenting a selectable logo on the program guide screen.

119. The method defined in claim 101 further comprising the step of presenting an advertisement containing advertisement options on the program guide screen.

120. The method defined in claim 101 wherein the step of presenting the panel advertisement further comprises the step of presenting a selectable panel advertisement, the method further comprising the step of providing the user with an opportunity to set a reminder when the user selects the panel advertisement.

121. The method defined in claim 101 wherein the step of presenting the panel advertisement further comprises the step of presenting a selectable panel advertisement, the method further comprising the step of providing the user with an opportunity to tune to a given channel when the user selects the panel advertisement.

122. The method defined in claim 101

123. The method defined in claim 101

124. The method defined in claim 101

125. The method defined in claim 101

127. The method defined in claim 101 wherein the step of presenting the panel advertisement further comprises the step of presenting a selectable panel advertisement, the method further comprising the step of providing the user with an opportunity to purchase goods when the user selects the panel advertisement.

scrolling the embedded advertisement  
together with the program listings in the program  
listings region.

changing the position of the program listings in the program listings region without changing the position of the embedded advertisement within the program listings region.

135. The method defined in claim 101 further comprising the step of automatically displaying an embedded advertisement in the program listings region

means for presenting an advertisement  
containing video on the program guide screen.

presenting an advertisement containing  
video on the program guide screen.

139. A system in which an interactive television program guide is implemented on user television equipment comprising:

means for automatically displaying an embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.

displaying a program guide screen  
containing a program listings region with the  
interactive television program guide; and

automatically displaying an embedded advertisement in the program listings region immediately adjacent to an associated one of the program listings in the program listings region.